BOOK REVIEW

Digital Culture and E-Tourism: Technologies, Applications and Management Approaches

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Digital Culture and E-Tourism: Technologies, Applications and Management Approaches
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The first reviewer of this book review is very blessed to teach tourism at the department of tourism management, Chinese Culture University (http://www.pccu.edu.tw). Chinese Culture University was established in 1962, formerly known as the Far East University by Dr. Chang Chi-Yun. In addition, department of international tourism is a significant component for Chinese Culture University, Taiwan - the campus is located in Yang Ming Mountain. Attributed to its strategic location combined together with other supporting tourism resources, Yang Ming Mountain is a well-known tourist destination both for domestic tourists and foreign tourists. In addition, with socio-economic transformation and technology upgraded, tourism industry is rapidly burgeoning, in which it leads to lifestyle changes among all the tourists worldwide. In accordance to the aforesaid, tourists are able to easily access the coveted websites while acquiring all the relevant information.

We are utterly grateful to be granted this opportunity to share our perspectives aligned with expertise through an amazing book titled “Digital Culture and E-Tourism: Technologies, Applications and Management Approaches”, which includes digital knowledge society,
cultural access development, digital culture and electronic tourism, emerging technologies and business strategy. At present, the reviewers are actively teaching at department of tourism management, and the graduate student involved with this project is in the process of consuming the education in the Chinese Culture University.

Digital Culture and E-Tourism: Technologies, Applications, and Management Approaches is a valuable book for those interested in the latest research articles, position papers, and surveys of tourism and technology. It responds to challenges to Internet technology by demonstrating the possibilities of Web 2.0 for new and returning museum tourists. The work explains that “In the twenty-first century museums could be cold mausoleums; however, public policy and institutional enthusiasm are needed to breathe warm life into them (p.31).”

Moreover, web and digital media are an integral part of people’s lives. Every day, people are using them for many reasons, such as logins on Facebook, E-mail providers, other social media, and websites. The evolving web incorporates the publication, interchange, and consumption of meaningful, raw data by taking advantage of web design and architecture. Furthermore, Digital Culture and E-Tourism clarifies what tourists want when they search for destinations for leisure, business, culture, and heritage trips: “Taking visitors on exploratory trajectories through the cultural and aesthetic context of a work: something completely new, fully exploiting interactive digital media, inviting visitors to explore… Human beings perceive their surroundings through the senses—seeing, hearing, smell, and touch. A modern interactive gallery installation using RT3-D for its environment—not necessarily its temple—can encompass all these, using tangible/haptic interfaces (p.12).”

Heritage tourism website design is very important because both tourists or potential tourists will become excited when see well-ordered web pages, which are attractive and full of important, useful information that give real pictures of tourist destinations. They provide a perfect blend of the unique culture and characteristics of each country through high-end technology; by creating image-slogans; they thus open many destinations and especially heritage sites to tourism. In the future, new Internet marketing strategies will include heritage applications, based on collaborations between artists and technologists, which have formerly been substantially impaired by inadequate funding for cross-discipline research and development.

This book points to the perfect combination of creative and factual elements that offer the latest information to tourists. Tourism relies on the sensation and service characteristics of creative elements. It also depends on the bridge between modern service and advanced manufacturing industries; thus, it promotes the development of tourism and the integration of industrial factors, including science and technology, culture, art, ecology, in it.

It also clearly presents different marketing strategy for “travelers,” “visitors,” “tourists,” and “same-day visitors or excursionists” as standards for tourism measurement (p.91). E-business includes the electronic establishment of a company, and the more specific e-commerce term embraces the product or service exchanges among customers and suppliers, almost all through the Internet. Thus, this book highlights Destination Management Systems (DMSs) as an innovation opportunity in the tourism industry; these “have been considered as marketing tools, promoting the tourism products of a particular destination, which might be a nation, region, city or other recognizable geographical entity. In this sense, DMS underpins the functions of a Destination Management Organization (DMO), both public and private, in its primary objective, that is, the promotion of tourism business within geographically defined areas, normally including a link to reservations and sales facilities (p.109).”

Digital Culture and E-Tourism: Technologies, Applications and Management Approaches identifies the aspects of digital heritage content, indicating by whom, how, and for what purpose such content is created. It seeks to interpret different cultures that are essential for cross-
cultural consultation and communication. The first step is the creation of digital content for new systems of representation and knowledge transfer, which can be used in education and training to reduce the digital divide: “Cross-cultural dialogue can play an important role if digital heritage experts understand and are willing to understand the needs that emanate from local communication…” (p.146).

Similarly, the boom in China’s tourism makes the country an excellent case study. Thus, this book raises a new concept of tourism in China that has huge implications for management approaches, business models, and engineering strategies and that creates a sustainable competitive advantage: “China has successfully transformed tourism resources and environmental management as the equally important models for visitors and management; however, in the aspect of visitor management, the improvement of China’s domestic tourism management embodies five features (p.194).”

“RFID (Radio Frequency Identification Technology) uses an object (typically referred to as an RFID tag) that is applied to or incorporated into a product or document for the purpose of identification and tracking using radio waves (p. 197).”

In addition, “RFID technology can fully integrate tourist information and attractions for the delivery of visitor management solutions more effectively.” Thus, the book indicates that tourism has made great progress in China: the “China Internet Network Information Center (CNNIC) pointed out in the 23rd China Internet Development Report that... (p.204).”;

“Different types of travel website have different demands and applications in terms of virtual tourism (p.211).”

*Digital Culture and E-Tourism: Technologies, Applications and Management Approaches* is an admirable book that offers a holistic interpretation of multidisciplinary technology for cultural content and tourism services. It offers case studies from various parts of the world that inform readers, practitioners, government, and management of current trends and market needs. It incorporates information on (1) tools and emerging technologies and the new generation of applications; (2) future challenges, including government policies for the promotion of digital culture and electronic tourism; and (3) roadmaps for the future. We greatly benefited from the book’s survey of the tourism field; thus, we highly recommend this work.
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Yi-Fen Chen is an associate professor in the Department of International Business at the Chung Yuan Christian University, Chung Li, and Taiwan. Her research interests include Internet marketing, consumer behavior, electronic commerce, information management, and business management. Her paper appeared in Psychology & Marketing, Computers in Human Behavior, Cyberpsychology, Behavior, and Social Networking, Journal of Applied Social Psychology, and others.